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PATENT

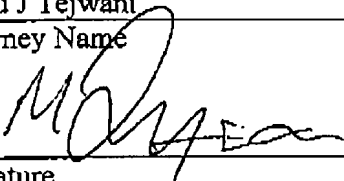
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yuan, Yilian Customer No. : 21003  
Serial No. : 09/830,790 Examiner : Jeffrey D. Carlson  
Filed : 7/13/01 Group Art Unit: 3622  
For : PROMOTIONAL IMPACT ASSESSMENT METHODOLOGY

AMENDMENT

I hereby certify that this paper is being transmitted  
via facsimile to the United States Patent and Trademark  
Office at 571-273-8300 on  
December 5, 2007  
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Manu J Tejjwani  
Attorney Name

  
Signature

37,952  
PTO Registration No

December 5, 2007  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action, dated July 5, 2007, applicants amend the claims as listed in the **Claims** section beginning at page 2 of this paper, and present remarks in the **Remarks** section beginning on page 6 of this paper. Applicants petition for an extension of time for filing this paper. Applicants authorize the Commissioner to charge any fees due for the time-extension to our Deposit Account No. 02-4377.